

# Interviewing 101

---

# The Interview Checklist

---

***Preparing to meet  
the camera...***

# Command Messages

---

- ♦ ***What are they?***
  - ♦ ***Reason you are conducting the interview***
  - ♦ ***What you need/want to convey***
  - ♦ ***Think in terms of “headlines”***
- ♦ ***Examples:***
  - ♦ ***Condolence***
  - ♦ ***Training/inherent danger***
  - ♦ ***Honor, courage, commitment***
  - ♦ ***Readiness***

# Sound Bites

---

- ♦ ***Concise expression of “command message”***
  - ♦ ***10-15 seconds long or natural breath***
  - ♦ ***“Packaging and bundling”***
    - ♦ ***Stand alone***
  - ♦ ***Examples...***

# Bridging Language

---

- ♦ ***Return to “command message”***
  - ♦ ***Briefly address question***
  - ♦ ***Create bridge***
- ♦ ***Examples:***
  - ♦ ***“Yes, but I want to point out...”***
  - ♦ ***“The critical issue is...”***
  - ♦ ***“The important thing to remember is...”***



# Commercial Break

---

★ *Flubbed Headlines:*

---

**Louisiana Governor Defends Wife, Gift from  
Korean**

---

**New housing for elderly not yet dead**

**Federal Agents Raid Gun Shop, Find Weapons**

**Body search reveals \$4,000 in crack**

---

# Know Your Interviewer

---

- ♦ ***Reporter's beat/personality***
  - ♦ ***Military relationship or knowledge***
- ♦ ***Network/Publication***
  - ♦ ***Demographics***
  - ♦ ***Tailored message***
- ♦ ***Resources***
  - ♦ ***Internet/pubs/Early Bird***
  - ♦ ***PAO***

# Knowledge

---

- ♦ ***Have technical information on-hand***
  - ♦ ***Statistics/history/manuals***
- ♦ ***“Hot Potatoes”***
  - ♦ ***Relevant/Irrelevant***
    - ♦ ***Resources: Internet/pubs/PAO***



# PAO Assistance

---

- ♦ ***Public Affairs Guidance (PAG)***
  - ♦ ***“Q’s and A’s”***
- ♦ ***Rehearse***
- ♦ ***Ground Rules***
  - ♦ ***Subjects/timeline/releasable info***
- ♦ ***Monitor Interview***

# During the Interview

---

- ♦ ***Feelings***
  - ♦ ***Opportunity***
  - ♦ ***Sincerity***
- ♦ ***Analysis***
  - ♦ ***Public interest viewpoint***
- ♦ ***Tone***
  - ♦ ***Conversational***
- ♦ ***Energy***
  - ♦ ***High level/controlled***

# On-Camera Tips

---

- ♦ ***Location***
  - ♦ ***Relevant to subject***
  - ♦ ***Uncluttered***
- ♦ ***Physical appearance***
  - ♦ ***Uniform***
  - ♦ ***Hand/Body movement***
  - ♦ ***Microphone***

# On-Camera Tips

---

- ♦ ***Speech***
  - ♦ ***Never say “No comment”***
  - ♦ ***Don’t repeat negative words/phrases***
  - ♦ ***Starting over***
  - ♦ ***Never “off the record”***



# Be the Expert

---

- ♦ ***Talk about what you know***
  - ♦ ***Subject Matter Expert***
  - ♦ ***Reporter's facts/figures***
  - ♦ ***Don't speculate***
- ♦ ***Be candid, concise, clear***
- ♦ ***You are the Marine Corps***
  - ♦ ***Minimal personal opinions***



You are ready to  
meet the camera!

---